

Master Syllabus

PREFIX: BUS 201/2010

COURSE TITLE: Principles of Management

CREDIT: 3

PREREQ: None

COURSE DESCRIPTION:

Introduces management theory and practice that integrates classical and modern concepts with real world examples. Emphasizes the evolution of management theory, behavioral theory, organizational theory, and managerial techniques.

STUDENT COMPETENCIES: :

1. Define management.
2. Identify the characteristics of the four major functions of management.
3. Classify the different components of the main schools of management theory and identify the characteristics of these components.
4. Identify key issues related to ethics and social responsibility as it relates to the role of management
5. Identify the characteristics of the three levels of planning.
6. Identify the characteristics of delegation, decentralization, and span of control.
7. Identify the characteristics of the major models of employee motivation.
8. Explain how different employment laws affect human resource practice.
9. Explain the basic principles and practices that can be used to manage diversity.
10. Describe who leaders are and what effective leaders do.
11. Describe the communication process and the various kinds of communication in organizations.

COURSE OUTLINE:

- I. Introduction to Management and Organizations
- II. Management: Yesterday and Today
- III. Organizational Culture and Environment: the Constraints
- IV. Managing in a Global Environment
- V. Social Responsibility and Managerial Ethics

- VI. Decision Making
 - VII. Foundations of Planning
 - VIII. Strategic Management
 - IX. Planning Tools and Techniques
 - X. Organizational Structure and Design
 - XI. Communication and Information Technology
 - XII. Human Resource Management
 - XIII. Managing Change and Innovation
 - XIV. Foundations of Behavior
 - XV. Understanding Groups and Teams
 - XVI. Motivating Employees
 - XVII. Leadership
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